

# **Plaintiffs' Exhibit 113**



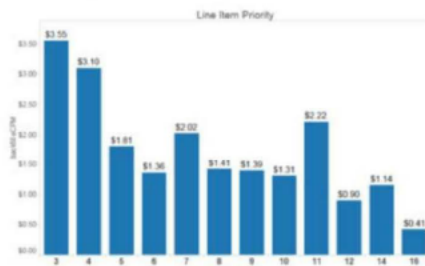
## DFP Mediation

Third party mediators and how to achieve  
an optimal setup for LPS publishers

May 2015  
RevIntel EMEA  
gTech EMEA

## Why is first look crucial?

1. First look allows access to the most valuable cookies, hence the highest paying impressions.
2. Without first look, we are left with inventory that other buyers have had a look into and didn't want to pay for



Source: DFP LPS global all publishers, April 2015

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